

# PERFECT INFORMATION CONFERENCE 2012

The UK's number one event for senior  
information & knowledge professionals

# INFORMATION

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## CONFERENCE PROGRAMME

8<sup>TH</sup> –10<sup>TH</sup> MAY 2012

ASHDOWN PARK HOTEL  
EAST SUSSEX, UK

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#PIC2012

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**PROGRAMME OF EVENTS****Tuesday 8<sup>th</sup> May, 2012**

- 09.00 *Optional attendance:* PIC 2012 Golf Day - Ashdown Park Golf Club  
([www.ashdownpark.com/sussex-golf-course](http://www.ashdownpark.com/sussex-golf-course))
- 15.00 Check-in and registration - Ashdown Park Hotel ([www.ashdownpark.com/](http://www.ashdownpark.com/))
- 18.30 Official opening of the PIC 2012
- 19.00 Welcome drinks and dinner

**Wednesday 9<sup>th</sup> May, 2012**

- 07.30 Breakfast and registration
- 09.00 Welcome address**  
Greg Simidian - *CEO, Perfect Information*
- 09.10 Chair opens PIC 2012**  
Jonathan Armstrong - *Technology Lawyer, Duane Morris LLP*
- 09.20 Moving and Shaping in a Mobile World**  
Iain Simpson - *Founder, We Are Maverick*  
Manny Cohen - *Chairman of RM Group*  
Ogden Hodge - *UK&I Navigation Consultant, Ernst & Young LLP*  
Simon Norris - *M D, NOMEMSA*
- There's more to finding than searching - organic versus linear browsing
  - Having mobile profile versus mobile devices - e.g. mobility of saved searches
  - Information Architecture standards and scalability
  - Visualisation of complex data sets using gestures on small devices
  - Innervation versus outervation - user-centred design versus build and they will come
- 10.20 Networking refreshment break
- 10.35 Workshop 1
- 12.05 Networking refreshment break
- 12.15 Data Protection Regulations and the Challenge for Compliance**  
Hugh Jones - *Data Protection Consultant, Longstone Management Ltd*
- Current legislation in relation to Data Protection
  - Particular reference to new regulations regarding marketing and electronic communications
  - The challenge posed by new European regulations coming in 2012
  - Top ten Data Protection concerns in the coming year
- 13.15 Business lunch
- 14.15 Workshop 2
- 15.45 Networking refreshment break
- 16.00 Free vs. Fee**  
Paul Al Nakaash - *Head of Content, Lexis Nexis*
- The internet has turned the publishing industry upside down. What impact is this having?
  - What will be the knock on effect to information users?
  - How are publishers adapting to keep up with changing trends and monetise their content?

**PROGRAMME OF EVENTS****Thursday 10<sup>th</sup> May, 2012**

07.30 Breakfast and registration

09.00 Chair opens day two of business sessions

**09.10 Going Global**

Ruth Armstrong - *Director Library & Research, White & Case LLP*

Victoria North - *Associate Director of Information Services, Kirkland & Ellis International LLP*

- Communication
- Managing global resources
- Offering a global service
- Managing a virtual team

10.10 Networking refreshment break

10.20 Workshop 3

11.50 Workshop 4

13.20 Awards lunch

**14.30 Panel Discussion: *Is the industry lacking body?***

Darron Chapman - *President, SLA Europe*

Emma King - *Head of Research, PricewaterhouseCoopers*

Gwenda Sippings - *Head of Knowledge & Information Management, The MDU*

Mark Field - *Head of Knowledge and Information Management, Ministry of Justice*

Karen Palmer - *Senior Information Office, Simmons & Simmons LLP*

- The rise and fall of key industry bodies
- The current market of bodies and their focuses
- A central body, or lack thereof
- What does the industry need? What does the industry want?

**WORKSHOP OPTIONS - WEDNESDAY 9<sup>TH</sup> MAY****You will attend two of the five workshops****A1 The Debt Capital Markets**Roland Peters – *Head of Capital Markets, Perfect Information Ltd*

- Eurozone issues
- Government bond markets
- Bank funding

**A2 Engaged or Divorced?**Sinead Nulty - *Company Director, Kablingy Software*Simon Finn - *Creative Director, Kablingy Software*

- Are you engaged with your clients (internal and external) or on the way to a costly divorce?
- Clients no longer look for you – you have to bring the conversation to them. Using Facebook, Google+, Twitter, YouTube, Location Services and your website, you can make sure your customers and potential customers are engaged with you and your brand
- Do you have a strategy in place for this? Do you know how to build an effective Social Media Strategy that is reflective of your business environment?
- In this workshop we'll explain how Social Media is changing how we all interact with our customers and our brand awareness and show you how to build a Social Media Strategy that will ensure your engagement turns into a long and happy marriage!

**A3 Vendor Portfolio Management**Stephen Phillips - *Executive Director, Morgan Stanley*Susan Ryan - *Vice President, Morgan Stanley*

“Enterprises are grappling with the discipline of information management to reduce risk, to make business operations more effective and to realise the value from information assets”

*Gartner CIO Alert: You Need Information Professionals. 2 August 2011*

- An insight into how this challenge has been tackled at Morgan Stanley
- Techniques for influencing information spend in your organisation

**A4 Digital Media – the legal issues every employer needs to know**

tbc

- Employment law issues surrounding the misuse of Digital Media
- Data protection and privacy issues
- Defamation
- Drafting and implementing a Digital Media Policy

**A5 Measuring Return on Market Research Investment**

tbc

- Aligning market research briefs with corporate goals
- From nose to tail – ensuring all findings are utilised
- Demonstrating ROI

**WORKSHOP OPTIONS - THURSDAY 10<sup>TH</sup> MAY**

*You will attend two of the five workshops*

**B1 Make it clear quickly: straightforward tips on clear writing and clear layout**

Simon Carter - *Clear-writing trainer and ex graphic designer, One Three Four Ltd*

- Examples that show how clear language and clear layout can improve client updates, reports, pitches, emails and voicemails
- Tips on common language/writing traps (from over-formal language to the 'me, me, me' mistake) and how to avoid them
- How to use a conclusion-first approach and basic document features to get readers to start (and keep on) reading
- Why received wisdom (e.g. 'people need a narrative'; 'pages must have lots of white space'), and internal marketing/communications experts, are often wrong

**B2 Cyber Footprints: what is your route?**

tbc

- The wondrous ways of the www
- Information dissemination (personal and professional) in cyber space
- Taking charge, understanding your responsibilities and minimising your exposure to risk

**B3 Social Media: credible tool or information black hole**

Natasha Murray - *Research Manager, Zolfo Cooper*

- What social media tools are available?
- Identify the potential risks and advantages
- How can social media tools be utilised for research, training and marketing?

**B4 Outsourcing and the Legal Sector**

Gillian Watt - *Director, Isential Solutions Limited*

Michael Maher - *Director, Isential Solutions Limited*

- The landscape – an overview of the sector
- The challenge – a law firm view in context
- The future – business transformation and new opportunities

**B5 Managing Pressure and Effective Decision Making**

Nigel Griffiths - *Managing Partner, AxiaMetrics*

Stuart Holcroft - *Performance Director, Fearless Putting*

- Dealing with pressure and assisting staff in dealing with pressure
- Delegation and effective monitoring
- Taking time to make the right decisions